

### MAXIMUM CONSTITUENT LEVELS

There is no convincing scientific evidence that government-imposed maximums on "tar" or other cigarette smoke constituents will result in any claimed health "benefits."

- Philip Morris complies fully with national requirements regarding constituent levels, including those restricting "tar" and nicotine levels. For example, Philip Morris has accepted the European Council directive that specifies that no cigarettes with more than 12 milligrams (mg.) of "tar" are to be marketed in the member states as of December 31, 1997.
- "Tar" and nicotine levels in general have been declining steadily for many years, even without legislation, in response to consumer demand for such products.

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**MAXIMUM CONSTITUENT LEVELS**  
**EXECUTIVE SUMMARY**

Informed adult consumers are capable of making their own decisions about whether or not to smoke and, if they decide to smoke, what brands and types of cigarettes they want to smoke. In this regard, as in other matters of personal choice, it is the responsibility of government to educate, not to dictate.

During the last 25 years, smokers have been making a choice to move to lower "tar" and nicotine cigarettes without the introduction of maximum constituents levels (MCLs). This trend is consistent with trends in consumer preferences for many products.

Philip Morris regards the European Communities Council Directive on maximum "tar" yields as a moderate, but substantively unnecessary, response to those who advocate maximum constituents levels (MCLs). Any further regulation of "tar" and nicotine levels would be unnecessary and unacceptable.

Although advocates of MCLs would seem to suggest that lower-yield cigarettes are "safer" or "less hazardous," there is no convincing evidence that the imposition of government-mandated maximum constituent levels will result in any claimed health "benefits."